Reasons People Engage Around Knowledge

- **Seeking/Providing Authoritative Knowledge**
  Authoritative knowledge is knowledge that has been vetted and carries a stamp of approval from a trusted source, for example, the kind of knowledge CALL provides, or the Military Review. We go to these sites when we are seeking an answer that is known.

- **Exchanging Knowledge Sources**
  This is an efficient way to find useful resources; articles, websites, blogs, videos, based on the recommendation of others. Flicker and Technorati are good examples.

- **Sharing and Learning from Others' Experience**
  Community Forums like BCKS , CAVNET, and CompanyCommand, make the "how to" knowledge the frontline has gained from their experience available to their peers.

- **Dealing with Ambiguous Knowledge**
  - Peers providing insight into conflicting information or information that could have several possible meanings. Being exposed to alternative ways to think about a question or concern - reformulation of a difficult problem.

- **Collaborating on a Task**
  Working with colleagues on a joint task where one person has one part of the story and another person knows a different part. Adding their knowledge together to get the task accomplished.

- **Creating New Knowledge**
  Generating ideas that have not existed before, but arise out of conversation between people who come at an issue from different perspectives.

Factors that Impact Different Ways of Engaging Knowledge

	Seeking & Providing Authoritative Knowledge	Exchanging Knowledge Sources	Sharing & Learning from Others' Experience	Understanding Ambiguous Knowledge	Collaborating	Creating New Knowledge
Similarity to other users	Awareness of users interests and needs	Shared interest	Different experiences gained through changing contexts while doing a similar task or job	Cognitive diversity used to address a similar issue	Shared goal but having different types of expertise	Cognitive diversity
Weak vs. Strong Ties between Users	Ties between users not necessary	Weak ties But strong enough for generalized reciprocity	Medium ties Strong enough for the belief in others' good intentions	Medium ties Awareness of others' expertise and a way to learn others' bona fides	Strong ties Knowledge of others' expertise and awareness of strengths and weaknesses	Strong ties In-depth knowledge of others' knowledge
Facilitation or Support	Resources for gathering, vetting, and distributing knowledge	Support provided by users	Facilitation necessary	Support provided by users	Support provided by team/group leader	On-line articulation of an issue or need Support for F2F conversation
Nancy Dixon 2009 Examples of Social	CALL, WebEx Intellipedia.	Twitter, Tagging, blogs	BCKS Forums CAVNET	Social Networking A Space	Wikis Sharepoint	Innocentive Netflicks